

Cold Weather and Painting

This is the time of year when temperatures will drop. In addition to concerns about painting during colder weather, the issues with frozen paint will begin to occur.

Colder exterior paint applications will look and feel different than summer painting. The additives in paint to help form the film are solvents and water. These evaporate slower at 35°F to 75°F. This means exterior paints and stains will stay soft and have a cool, wet feel. When thicker films are applied, or multiple coats of product, then water may be trapped under the surface due to the slower evaporation at lower temperatures. The slower evaporation rate can also contribute to blushing, surfactant exudation or blistering due to solvent entrapment due to dampness or condensation during the drying phase. When the temperature drops, use a paint that has been designed to form a film at lower temperatures and then build extra dry time between coats into your plan to allow the drying and evaporation to occur. Enclosed is a list of products that can form films at different temperatures.

Also at this time of year, paint can freeze during shipping. Less-than-Truckload (LTL) carriers do not routinely use heaters. Freezing usually is not a problem with Pittsburgh Paint orders because our manufacturing locations shipments are typically overnight deliveries and freight keeps moving. However, freezing is a problem when weather prevents shipments from being on time and paint may sit for an extended period of time on an unheated truck or may sit outside on your dock waiting off-loading into the store or warehouse. If you suspect that an incoming shipment is frozen, mark the freight bill 'possibly frozen' and consider the following to determine if there is an issue.

Consider whether the incoming paint is a latex product. Latexes, also known as water-base products, are most susceptible to freezing. Many of our products are formulated with antifreeze and application components which give a level of freeze-thaw protection. Several of our paint and stain products are recoverable after freezing.

Bring the paint to room temperature and then agitate for five minutes. After agitation,

open the container and observe whether the product is not-typical, but thicker, or whether the product looks like cottage cheese. Excessive thickness or a cottage cheese appearance is a signal that the paint it is not recoverable. If after agitating, the product does have the normal consistency of the paint or stain, then the material can be used successfully.

If you have any questions regarding the low-temperature paint or the freeze/thaw cycle, please contact our Technical Services Department at 800-441-9695. ★ 🍁



2007 Pittsburgh Paints Marketing Planner

By now you should have received the 2007 Pittsburgh Paints Marketing Planner CD. No doubt, you noticed it looks nothing like the Marketing Planners you've received in the past. The 2007 Marketing Planner is designed in an exciting new CD format making all of the marketing information and tools more accessible and easy to store. This CD contains all the information you're accustomed to receiving, but in a more efficient, condensed format. Everything that was included in past Marketing Planner binders is now on the CD. It's all still there: the Promotion Calendar, Print Advertising, TV Advertising, Voice of Color, Direct Mail and more!



One of the most important, convenient and time saving functions included in this CD is the ability to email ready-to-run, hi-rez, print quality advertisements and line art straight to your designer and/or printer directly from the CD. This feature is extremely valuable when trying to meet strict advertising deadlines.

If you have any questions about the Marketing Planner, please contact Kathy Quirin – Pittsburgh Paints Program Manager – at 412-434-4134. ★ 🍁

Tell Us What You Think!

We welcome your comments and ideas for future issues. **Phone:** 800.441.9695 • **Fax:** 888.807.5123 • **E-mail:** deppenshipp@ppg.com • **Internet:** www.pittsburghpaints.com • *PaintLines* is published by PPG Architectural Finishes, Inc. **Editors:** Hilary Deppen Shipp and Kathy Quirin • **Extra Copies:** Available on PPG Dealer Network • ★ Pertains to U.S.A. 🍁 Pertains to Canada

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December 2006 Newsletter

PaintLines

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Pittsburgh Paints Accent Color Base

A New Approach to Accent Colors

The *Voice of Color™* offers a tremendous range of color selections. However, certain colors within this extensive range have difficulty achieving good two coat hiding regardless of the paint quality. To help you and your customers realize the best hiding and truest colors possible, we have developed a new tinting base for the deepest and most vivid colors from the *Voice of Color* Palette. The Accent Color Base guarantees two coat coverage on all colors. The ultra hiding power of the Accent Color Base insures that even the most difficult colors in our color collection or competitive colors will hide with ease.

How Does It Work

As the trend toward dark and vivid accent colors continues to grow, some companies have offered multiple SKU's of colored tint bases. These bases, usually available in red, yellow, blue and green, etc. are SKU intensive and often do not allow the full range of colors to be tinted. The versatility of the new Accent Color Base provides tinting for all colors from one base!

The Accent Color Base is formulated with a technologically unique resin that helps to balance-out the additional colorant. The color formulas used to tint the Accent Color Base are almost twice the formula used to tint traditional neutral base paints. This additional colorant improves hiding two-fold: the resin balances-out the additional colorant so there is no need to worry about increased rub-up, burnishing, or longer dry times versus traditional neutral bases.

The Color Formula

Since there is an extremely high tint load in these colors, the Accent Color Base has been formulated as a stand alone line of paint. This allows you, the retailer, to price it appropriately in your store. You can offer your customers all of the benefits that come with two coat coverage – **less gallons of paint, less labor and less time to complete a project.** You benefit from having satisfied customers and incur fewer losses due to expensive colorant.

POS Support

We have developed a new color card to help your customers find great accent colors in our *Voice of Color* palette. This color card contains tips and information that provide customers the confidence and inspiration to incorporate vivid and deep colors into their decorating. The colors featured on the color card are all from the *Voice of Color* Collection.

To help explain the benefits of using the Accent Color Base instead of a traditional neutral base, we have developed actual paint drawdowns of several difficult to hide colors. These drawdowns show the dramatic improved hiding difference the Accent Color Base can make!

Availability

The Accent Color Base and support POS will be available to order in January 2007.

Order with your Spring Stock Order to stock up and save!
★🍁



25-250 – Accent Color
Base
Available Sizes:
Gallons and Quarts



Available POS

Accent Color Card –
P15482
Drawdown Cards
(set of three) – P15520

CORPORATE ACCOUNT CORNER

Chevron's Launches "New" Image Refresh Program

Chevron Corporation recently launched a new "Image Refresh" program for all of their stations located in the United States. The new image program focuses on improving and modernizing fueling areas at their retail locations. Repainting various sections of every station is included in this program. The first phase of this program involves the repainting of 4,000 stations in Arizona, California, Hawaii, Texas, Florida and Alabama. The second phase, encompassing approximately 3,500 stations in other states will follow shortly thereafter. The Image Refresh program is expected to take up to five years to upgrade approximately 7,500 Chevron locations in North America.

New colors were established by Chevron; including a new white, blue and metallic silver. These colors are referred to as Image Refresh White, Image Refresh Blue and Image Refresh Silver.

PPG products and color matches were approved by Chevron and include Pittthane® High Build Semi-Gloss Urethane 95-8800 Series, Pitt-Tech® Satin DTM 90-474 Series, and to complete the package, PPG is supplying a ready-mix metallic silver product - BRP1000 (Low VOC Satin Acrylic Urethane – Silver).

PPG is excited to be included in this program and to provide another selling opportunity for our dealers. A new Chevron Image Refresh color card (H15526/69) is available through Point-of-Sale. An electronic version of the color card, as well as the Finish Schedule Diagram indicating where each product/color is used, formulas and pricing are available on the PPGAccount website (accessed through www.ppgdealer.com). To participate in this program, please contact your PPG Area Sales Manager who will provide the Chevron Image Refresh Service Agreement. Good luck selling!!! ★🍁



Item #H15526/69

Introducing PPG PERMA-CRETE® Solvent Acrylic Masonry Coating

Pittsburgh Paints is happy to announce the addition of an exterior Solvent Acrylic Masonry Coating to the PPG PERMA-CRETE line. Available in a tintable base, PERMA-CRETE Exterior Solvent Acrylic Masonry Coating is a high build solvent borne acrylic coating for use on masonry surfaces such as tilt up, concrete, cement and brick. PERMA-CRETE Solvent Acrylic will bridge hairline cracks and is a self priming coating that can be applied down to temperatures of 20°F. It is ideal for new and old concrete in a variety of exterior masonry projects including high-rise apartments and condominiums, warehouses, hospitals, schools, concrete parking garage overheads, hotels and commercial structures. Currently available in temporary product code number LP200403,

PERMA-CRETE Solvent Acrylic Masonry Coating will later be available in product code 4-9110. ★



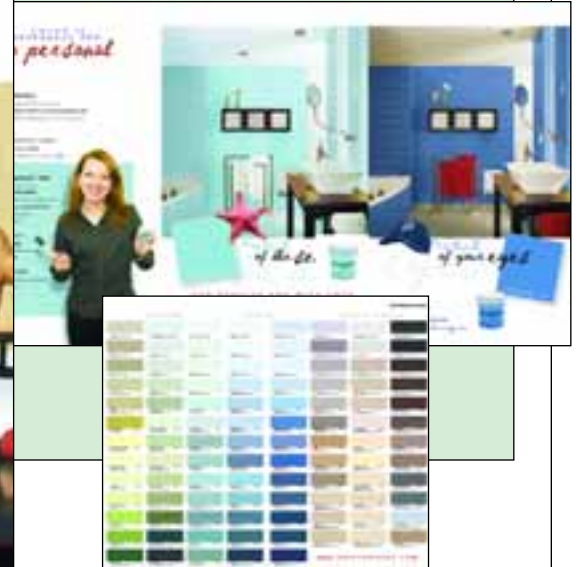
Trial Size Color Card

Color is universal yet so personal. If you have trial size paints in your store, you understand how seriously people take the color selection process. The new Trial Size Paint Color Card can help make choosing color even easier. Customers who want to sample colors from the red family may not be aware of all the best reds in each of the Harmony Collections. The Trial Size Color Card organizes shades by color family making it easier to find all of the reds offered in a 2 oz. trial size jar.

You can merchandise this card on the trial size rack in the second space dedicated to the "Choosing Colors for Your Home" brochure. You can order the Trail Size Color Card, item #P15483, with your next paint order. If you currently do not have the trial size program in your store, check the Pittsburgh Paints Spring Stock Order Program for great savings on adding this valuable color selection tool! ★🍁



Spring Stock feature



Project Submittal Service

Securing new painting projects has become easier with the PPG Project Submittal Service. This service, provided by the Construction Market Team in Pittsburgh, allows Field Sales Representatives, dealers and stores to receive valuable assistance in preparing professional specifications. The project submittal form can be downloaded from the PPGeDealer network (www.ppgdealer.com) and is included with this issue of PaintLines.

What are the benefits?

The Project Submittal Service offers support in a key area of your business – construction project opportunities. The Submittal Team can save you valuable time by providing competitive offsets, selecting the appropriate coating systems, and supplying up-to-date Technical Data Bulletins and Materials Safety Data Sheets, all in a bound, professional booklet. The quick turnaround time means that you can spend more time selling versus typing and photocopying.

PPG also benefits by gaining insight into where our products are being used. The project submittal form includes an industry segment section listing various types of markets. It is important to select the category in which the project falls so we can track the areas where our products are used most frequently and decide how to target industry segments where we need more exposure.

How does it work?

The Project Submittal form must be completed and forwarded to the Submittal Team along with a copy of the specification (paint schedule).

You can fax the form to 1-888-434-3127 or e-mail to ppgspec@ppg.com. Once the Submittal Team reviews the specification for updating, offsetting, accuracy, etc., you will receive a complete, professional-looking submittal package. The submittal package is neatly bound and personalized for your project and includes a cover page, the specification, Technical Data Bulletins and Material Safety Data Sheets. The turnaround for this service is generally 2-3 working days.

If you have any questions or need assistance completing the submittal form, please contact PPG SPEC at 1-888-774-7732.

Guidelines

- Submittal Form must be filled out completely including Sales Constructor ID number (SC ID#), if applicable.
- Submit paint schedule from the paint specification. This is to verify that the products listed in the materials list are appropriate for the substrate.
- You may indicate your product preferences in the specification margin, which will be included if valid, and will be limited to the PPG family of products.
- Please keep in mind that the submittal service team does not write original specifications.

This new product will bring excellent performance, color capability, ease of use and will be a great addition to our protective coatings line.



New Color Trends for 2007

Each year, the media, designers and homeowners look forward to hearing what colors will be "in" for the season. It all starts on the fashion runway and appears in home décor approximately 18-24 months later. The transition from high fashion to home décor previously had a timeline of almost five years, but because the internet provides the ability to see everything, everywhere globally, trends now make that jump faster.

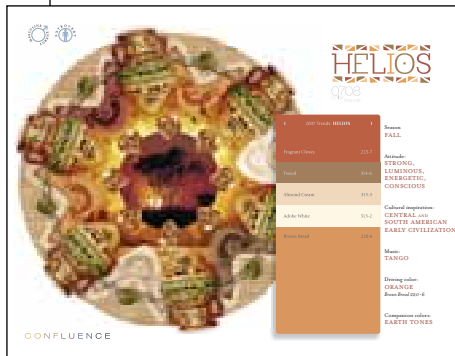
Color trends are based on demographic and societal trends, understanding what is going on around us, and inside of us. This inspires us connect to certain colors at a certain period in time. We are a part of the trends just as much as the trends influence us.

The 2007-2008 trends are titled, Confluence: four trends that blend what's you with what's now. Four distinctive elements: earth, wind, fire, and water have been used throughout the ages to give signifi-

cance to color, then come alive again, and mix with global influences to offer four new color palettes.

SPACE

The colors that make up Space are designed to inspire balance, grace and a feeling of luxury in simplicity. Soft browns, pink and creamy white provide a backdrop that has a traditional Japanese, serene feel.

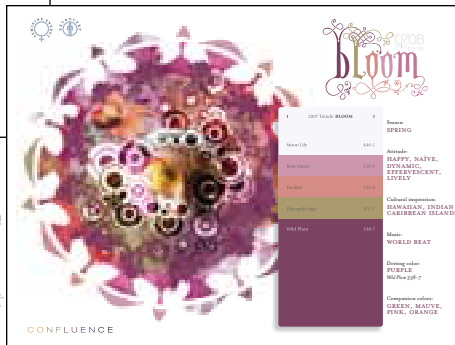


BLUE NOTES

Blue Notes is a return to new basics rooted in classic crispness that reflect a mature, trustworthy nature. Indigo blue, white and gray provide a palette that uses summer and the Atlantic Ocean as its inspiration.

HELIOS

Helios is a rich, intense palette inspired by cultures from Argentina to Mexico. Orange, mossy green and terracotta red mix to offer a strong, energetic, luminous palette that is ideal for spaces where people gather.



BLOOM

Bloom is a garden of inspiration and full of charm, joy and rebirth. This happy, effervescent palette shouts with purple, green, mauve, pink and orange and reflects the Generation Y (ages: 10-28) that love these dynamic colors.

Look for the New Trends brochures and Harmony chips which will be shipped in January 2007 together with a small counter display!



2007 Pittsburgh Paints Spring Stock Program

It's that time of year again. Time to save! The 2007 Pittsburgh Paints Spring Stock Program is underway. There are two ordering periods: Window 1 (December 1, 2006 – February 16, 2007) and Window 2 (March 1, 2007 – April 20, 2007).

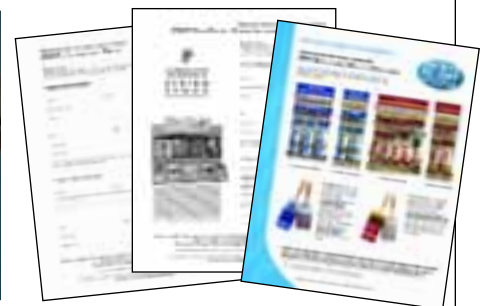
Order during Window 1 and receive a free literature rack valued at \$300! Also in Window 1, we are again offering the Wet Paint Display and start-up materials with the purchase of a wet paint stocking order. There is no out-of-pocket investment for this display! \$750 will be deducted from your Co-op Fund (based on Co-op Fund eligibility).

Featured during Window 2 is the extended line of Sun-Proof Stains, including: Composite Deck Finish, Exotic Hardwood Finish, Semi-Opaque Acrylic and Multi-Surface sealer. Order 96 gallons of any combination of Sun-Proof Stain and receive a "free" Sun-Proof Information Center valued at \$500!

What a great way to start the new year - maximize your buying power! Order the new Accent Color Base, Sun-Proof Stains, and all your favorite Pittsburgh Paints during Spring Stock and take advantage of the increased discounts and special credit terms. ★🍁



Spring Stock Catalog



Spring Stock Order Forms



MEDIA EFFORTS

The Voice of Color: Your Customers are Listening

Even as we approach launching the 2007-08 Color Trends, we are still seeing a great deal of interest in our 2006 trends. The Voice of Color was featured in more than 100 media clippings in the last quarter! Following is a summary of some of the bigger hits:

- *Country Sampler's Decorating Ideas* (circulation: 300,000) Color Creative

Interview with Josette and several Pittsburgh Paints colors and photos.

- *Pittsburgh Post-Gazette* (circulation: 760,000), September 21, 2006—No excuse for a brushoff

This article featured Manor Hall Timeless and tips for paint in colder weather.

- The *Newsday* piece that featured Josette ran in several other markets:

Arizona Republic (circulation: 538,376), September 22, 2006—Home design borrowing from runway fashion

Birmingham News (circulation: 156,790), September 9, 2006—Fashion, interior design union gives 'bed skirt' new meaning

- *Canadian House & Home Magazine* (circulation: 240,000), October 2006—Ask A Designer

This feature offered several Pittsburgh Paints shades for an exterior house question from a reader.

- *Traditional Home* (circulation: 810,000), October 2006—Louisiana Jambalala

Product placement

- *Ann Arbor News* (circulation: 66,904), September 24, 2006—Home design software unlocks inner architect
- *Billings Gazette* (Billings, MT; circulation: 52,023), September 3, 2006 – Those who see deeper meaning paint say brown is big.

Interview with Josette and other PPG color stylists regarding color trends.

- *Canadian Interiors* (Toronto, Ontario ; circulation : 15,000) Pittsburgh Paints now offers on-line designer exchange.

- *Toledo Blade* (Toledo, OH; circulation: 178,000) Coloring Up your Mood.

Interview with Josette

- *Journal of Coatings Technology* (circulation: 8,000) Re-painting History: PPG and Fallingwater.

Interview with several PPG chemists from the paints division on how to solve Fallingwater's painting needs. ★ 🍁

